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PATENT APPLICATION

4/P
T. Steptoe
3-31-03

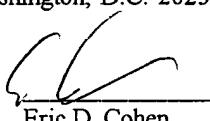
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)
Hohberger et al.)
Serial No.: 10/001,364)
Conf. No. 3268)
Filed: October 25, 2001)
For: METHOD AND APPARATUS)
FOR ASSOCIATING ON)
DEMAND CERTAIN SELECTED)
MEDIA AND VALUE-ADDING)
ELEMENTS)
Primary)
Examiner: R. Gordon)
Art Unit: 2853)

CERTIFICATE OF MAILING

I hereby certify that this paper is being deposited with the United States Postal Service as First-Class Mail in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on this date.

3-14-03
Date


Eric D. Cohen
Reg. No. 38,110

AMENDMENT AND REPLY PURSUANT TO 37 C.F.R. § 1.111

Commissioner for Patents
Washington, D.C. 20231

INTRODUCTION

In reply to the Office Action mailed November 20, 2002, please amend the above identified application as follows:

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MARCH 21 2003
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